

NOV 21 1968

LEO BURNETT U.S.A.
ADVERTISING

PRINCIPAL PLAZA • CHICAGO, ILLINOIS 60601 • 312-666-6660

October 31, 1968

Ms. Marna van der Ploeg
Philip Morris U.S.A.
120 Park Avenue
New York, NY 10017

Dear Marna:

Re: Alpina Teaser Carrier Program

This confirms our telephone conversation of October 31.

The letter we are printing will have three folds and will be four layers thick. It will be pre-stuffed into the envelope by one of our suppliers.

We are printing 500M of the letter and envelope with a 5% overrun.

The components will arrive in Richmond on December 12, and the boxes will be marked with the quantities.

Feel free to call with any questions you may have.

Regards,

Chris Hrycunow
Chris Hrycunow
Assoc. Print Service Manager

cc: J. Sierota - LB
K. Wiegold - LB
J. Bennett - LB
T. Borugge - LB
M. Hechavarria - LB
D. Manning - LB

cc: DAVE DIXON
SHARON CLINE
LINDA LATIE

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